

# SMILE!

Now you don't have to pay through the teeth for quality dental care.

June 79





# HealthAmerica<sup>INCORPORATED</sup>

680 Swedesford Road, Wayne, Pa. 19087 • (215) 687-8680

Dear Neighbor:

I'M SURE I DON'T HAVE TO TELL YOU ABOUT TODAY'S HIGH COST OF DENTAL CARE AND HOW THOSE BILLS ARE DEPLETING YOUR SAVINGS.

Add up what it cost your family last year alone on dental check-ups, cleanings, fillings and the like. Chances are you've spent hundreds, even thousands of dollars!

## WHAT CAN YOU DO ABOUT THE SPIRALING COST OF DENTAL CARE?

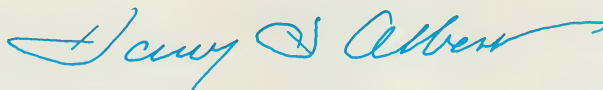
Until now, there wasn't much you could do, unless you wanted to avoid seeing your dentist altogether. But that could mean big trouble and even bigger bills later on.

Now, HEALTHAMERICA permits all of the members of your family to receive expert dental care from a private family dentist in your neighborhood at far lower fees than you probably presently pay. In fact, as a HEALTHAMERICA member, the fees you pay are at least 30% less than those paid by patients who are not in the HEALTHAMERICA program. And there's more! As a member of HEALTHAMERICA you and every member of your family receive at absolutely no cost initial consultation and visual examination.

HEALTHAMERICA's enrollment cost is incredibly low...less than \$50 a year for a family of four and lower yet for smaller families, couples and individuals. Why you could easily save the entire cost of your membership fee within the first visit you and your family make to a participating dentist!

You can't lose - and there's so much to gain. All of the details and benefits of HEALTHAMERICA membership are reviewed in this brochure. I urge you to read it and act now by filling out and mailing the application on Page 7. Even if you have medical insurance, dental care is rarely included. Only HEALTHAMERICA can help you reduce the high cost of private dental care...NOW!

Cordially,



Executive Vice President  
HealthAmerica, Inc.

## The high cost of dental care and what you can do about it



*The inevitable toothache. But the pain to your pocketbook is where it could hurt even more.*

During the cavity prone years right up through childhood, a person should see his dentist twice a year. Multiply that times the number of people in your household and you begin to get some idea of how costly dental care can be... even for routine cleanings, check-ups or an occasional cavity. But what about a chipped or broken tooth? A needed extraction? Fluoride treatments? Restorative dentistry? Specialized services such as dentures, crowns, bridgework, braces and oral surgery? They all add up ... and

can cause severe financial setbacks for your family.

The day of the consumer has finally dawned...in dental care! Now, you and thousands of people like you, are joined together into a single and powerful bargaining bloc. The ultimate result is dental health for you and your family at lower fee levels. Count the savings, and you'll count the blessings of HealthAmerica membership. It's truly the "painless" way of seeing your dentist.





## HealthAmerica Membership means savings of at least 30% on all your dental bills.

- A modest annual fee enrolls you and your family\* for membership in **HealthAmerica**, and entitles you to special reductions of at least 30% on all dental services and treatments in both regular and emergency care.
- Free initial consultation and visual examination for every member of your family.
- Everyone is immediately eligible to join HealthAmerica. There is no waiting period for benefits, no pre-existing condition exclusions, no deductibles and no preauthorization necessary.
- Each dentist participating in this program provides you with dental care from his or her own office in your neighborhood. You receive the personal private care of a family dentist, with provisions for 24-hour emergency care and convenient hours for you and your family's appointments, yet you pay at least 30% less because you are a HealthAmerica member.
- Each dentist participating is committed to preventive dentistry. Dental health education and oral hygiene instruction is always provided at no charge! Through membership in HealthAmerica, you'll learn how to care for your teeth properly, how to prevent trouble before it starts. This important ounce-of-prevention approach will, in itself, save important dollars.
- You pay your dentist as you normally do, on a fee-for-service basis. But as a HealthAmerica member, you pay at least 30% less!

**HealthAmerica**  
A subsidiary of Health Corporation of America

Mr. & Mrs. John Doe  
John, Jr. and Mary

Exp. Date \_\_\_\_\_

*Your HealthAmerica card not only entitles you to important savings on dental care, but also enables you to receive free initial consultation and visual examination . . . plus a periodic newsletter keeping you informed on the newest buys and breakthroughs in health care and other membership benefits.*



*Included at no charge: Oral examination and consultation for you and every member of your family.*

\*Husband, wife and all unmarried children up to age 18 residing in same household. Senior citizens and college students also qualify.





**Included at no charge:** Complete dental health education with oral hygiene instructions. Even Orthodontia is available at your option at 30% minimum savings!



**Oral X-rays, when needed, are yours at a reduction of at least 30%!**



**As a HealthAmerica member, you receive the personal private care of a family dentist and convenient hours for appointments.**



**HealthAmerica members even receive specialized dental services at far lower fees. Dentures, crowns, bridgework, etc. are yours for at least 30% reduction!**

## Health Corporation of America makes HealthAmerica a reality

Through Health Corporation of America's programs, thousands of families are presently enjoying greatly reduced dental fees. Now you can enjoy the benefits of 30% lower dental fees through HealthAmerica, HCA's subsidiary for individuals and their families.



# Questions and Answers about HealthAmerica

## Is HealthAmerica like dental insurance?

Absolutely not. It's better! HealthAmerica is available to individuals and their families at a modest fee and entitles members to a minimum 30% reduction from participating dentists. There are no exclusions for pre-existing conditions, no "premiums" to pay, or claim forms to fill out. You deal directly on a patient-doctor basis with no third party involvement.

## How does my family qualify for HealthAmerica membership?

It's very simple. There are no complicated forms to complete. Just enroll by sending us your name and address, the names and ages of your spouse and children. Enclose your check or money order for your yearly membership fee or charge it to your BankAmericard/Visa or Master Charge.

## How much does HealthAmerica membership cost?

Annual Individual Membership \$29.00/Husband and Wife \$39.00/Add \$5.00 for each unmarried child up to age 18 residing in your household. The money you save on your family's first visit to the dentist could more than cover your annual HealthAmerica membership fee.

## Wouldn't a clinic or government funded facility give me low-cost dental care?

Only if you qualify...if your income is low enough. There is no doubt that these clinics provide adequate dental care for the many eligible recipients and patients. But they are generally inconvenient.

## I've been using the same dentist for years. Why should I go to someone else?

Is your familiarity with your present dentist really worth the additional money you're spending?

The participating dentists are concerned members of your community with practices right in your neighborhood. They want to make sure that you, their neighbors, get the best care money can buy... for less money. Perhaps your own dentist is a participant or is willing to meet expectations of the program and become a participant.

## Are the participating dentists in the program practicing professionals?

Yes. Absolutely. In fact, no dentist may participate unless he or she is state licensed, has a dental degree from an accredited school of dental medicine, and has a high level of professional experience and competence.



*Senior citizens as well as families of all ages appreciate the benefits of HealthAmerica membership. Everyone is eligible to join regardless of past medical or dental history. HealthAmerica is truly the low cost way to better care for everyone!*

## Is there any limit to how many visits I or my family can make?

Absolutely not. As a member of HealthAmerica you may visit your dentist as frequently as is necessary and still receive the benefits of 30% savings per service.

## How can I be sure I'll get a 30% reduction?

In order for a dentist to become a HealthAmerica participant, he commits in writing to a 30% reduction in his customary fees. HealthAmerica further attests by notarized statement that each participating dentist has signed this document.

## What if I'm not happy with the dentist I choose?

Upon membership in HealthAmerica you will be notified of dentists participating in your area. Feel free to go to any of them and, should you be dissatisfied with the one you have selected, transfer to another without loss of benefits.

## What if I move away from the neighborhood?

Should you move to another coverage area and wish to change to a more conveniently located dentist simply notify HealthAmerica of your new location, and we will advise you of dentists participating in our program.

## My child needs braces. Is this covered by the HealthAmerica Program?

Yes! An optional \$10 annual fee entitles you to a 30% reduction on all your family's orthodontic needs. Of course, treatment begun prior to enrollment is not eligible.



# Stop putting so much of your money where your mouth is.

Fill out and mail this membership application now!

## HealthAmerica<sup>INCORPORATED</sup>

680 Swedesford Road, Wayne, Pa. 19087

### CONFIDENTIAL APPLICATION

Please print:

MY NAME \_\_\_\_\_ Birthdate / / Sex \_\_\_\_\_ Annual Fee @ \$29.00

OCCUPATION \_\_\_\_\_ Social Sec. # \_\_\_\_\_

SPOUSE'S NAME \_\_\_\_\_ Birthdate / / Sex \_\_\_\_\_ @ 10.00

SPOUSE'S OCCUPATION \_\_\_\_\_ Social Sec. # \_\_\_\_\_

Optional: Orthodontia program per family\* @ 10.00

CHILDREN'S NAMES\*:

\_\_\_\_\_ Birthdate / / Sex @ 5.00

\_\_\_\_\_ Birthdate / / Sex @ 5.00

\_\_\_\_\_ Birthdate / / Sex @ 5.00

\_\_\_\_\_ Birthdate / / Sex @ 5.00

\_\_\_\_\_ Birthdate / / Sex @ 5.00

\_\_\_\_\_ Birthdate / / Sex @ 5.00

REMIT THIS TOTAL \$ \_\_\_\_\_

Credit Card Holders:

For faster service, call

**(215) 687-8680**

Our operators will take your  
application by phone, any time . . .  
day, night or weekends.

Here is my check or money order for \$ \_\_\_\_\_, the annual fee that entitles me to HealthAmerica membership for myself and the above-mentioned members of my family.\*\* Upon acceptance of my application, I look forward to receiving my membership card and notification of conveniently located dentists participating. I understand that my fee will be refunded for any reason whatsoever within 30 days.

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

**DEDUCT \$10**  
from your total  
enrollment costs  
if you mail your  
application by July 1, 1979

CHARGE TO ☐ BankAmericard/Visa ☐ Master Charge

FOLLOWING: CARD # \_\_\_\_\_ Interbank # \_\_\_\_\_

EXP. DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

\*Orthodontic treatment begun prior to enrollment not eligible.

\*\*Eligibility includes all unmarried children up to age 18 residing in the same household must be included on initial enrollment. If not included, they will only be accepted as individual members upon renewal. Children born between enrollment periods must be included on subsequent renewals.



# Can you afford to enroll in the one consumer organization that gives you and your family dental care for 30% less?

## You Can't Afford Not To!

Single members pay only \$29

A Family of 4 can join for only \$49.00 yearly!

The cost of membership could be more than repaid by the savings on just your first visit to the dentist!

### SAVE \$10

on your total cost of enrollment if you mail application by July 1, 1979!

Credit Card Holders: For faster service, call (215) 687-8680. Our operators will take your application by phone, any time . . . day, night or weekends.

# HealthAmerica

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A subsidiary of Health Corporation of America



### HealthAmerica is Unconditionally Guaranteed!

#### You Risk Nothing!

If you are dissatisfied with the HealthA program, return your membership card within 30 days of receipt. Your membership fee will be refunded in full.

HealthAmerica, Incorporated  
680 E. Swedesford Road,  
Wayne, Pa. 19087

T H NELSON  
317 N CHESTER RD  
SWARTHMORE PA 19081

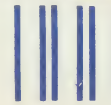
*Box 128*

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Camden, N.J.

**Join HealthAmerica now  
and share the benefits immediately!**

OR PRESENT RESIDENT





No Postage  
Necessary  
If Mailed in the  
United States



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\_\_\_\_\_

\_\_\_\_\_

**DEDUCT \$10**  
from your total  
enrollment costs  
if you mail your  
application by July 1, 1979

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 54 WAYNE, PA

POSTAGE WILL BE PAID BY

**HealthAmerica** ■ INCORPORATED  
680 Swedesford Road,  
Wayne, Pa. 19087